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*The Women and Minorities Microradio Organization*

352 22<sup>nd</sup> Street, Oakland CA 94612

April 20, 1999

The Honorable William Kennard  
Chairman  
Federal Communications Commission  
Washington, DC 20554

**RE: Comments in MM Docket 99-25**

Dear Chairman Kennard:

WAMMO is a rapidly-growing organization of women and minorities who would like to start their own low power radio stations. WAMMO currently has 32 members, each of whom have paid \$10 each to cover the organization's administrative costs. WAMMO fully supports your effort to take FM broadcast spectrum away from the white males who have ruined this country, and to give it to women and minorities who deserve their fair share.

There is no question that white males rule the radio industry. Past efforts by the Commission to encourage radio station ownership through preferences for women and minorities have failed miserably because, once women and minorities got their long sought after licenses, white males came in and forced them to sell out. Sure, there were some women and minorities who were simply taking "advantage" of their gender and/or race by obtaining a license that they didn't really want, and then selling out at a nice profit. However, there were far more women and minorities who obtained their licenses and wanted to operate their stations by providing diverse programming to their communities. These unfortunate souls, however, soon found themselves competing for advertising dollars with white males who were programming "mass appeal" formats and attracting many more listeners. It wasn't long before the women and minorities providing the diverse programming were in financial trouble, and there were the white males ready to buy out their stations.

We applaud your efforts to "stick it to" these white males by allowing women and minorities to start their own, low-budget radio stations right in the middle of larger stations' coverage areas. We particularly like the low power aspect of your proposal because it will enable women and minorities to operate inexpensively. This will enable them to run their stations essentially as hobby activities, and they will be able to support

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their operations much like they would a hobby. Thus, they will not need to compete for advertising dollars with the white males who are always trying to capture the largest audience.

Pirate radio operations have existed for years essentially as hobby activities. Since what you are proposing is essentially "legalized pirate radio," there is clearly proof that such operations can survive even in the face of competition from mass market minded white males.

Inasmuch as some women and minorities may wish to compete with white males for advertising dollars, we also support your efforts to force advertisers to pay the same rates on woman and minority-owned stations that they do on white male-owned stations with larger audiences. You are absolutely correct that, in order to compete fairly, women and minorities need to receive the same income for their stations that white males with bigger audiences do.

We applaud your efforts, and fully support your proposal.

With best regards,

**Shanice Saunders**

Shanice Saunders  
WAMMO President